
YUDISHTRAJKOOMAR

PRINCIPAL UX & UI DESIGNER

yudishtr@gmail.com
[+64 \(0\) 21 767 878](tel:+64021767878)
www.yudesign.live

career summary

With twenty years of experience in the digital sector, both in New Zealand and abroad, I've served as a digital art director specializing in creating strong, original, and creative designs for professional websites, as well as mobile and web applications for top-tier consumer brands. My expertise spans the entire project management process, from initial client contact and strategic direction to information architecture, through to fulfillment and implementation.

My primary interest lies in comprehending users and analyzing their behavior patterns. As a detail-oriented individual committed to excellence, I excel at listening to clients, understanding their pain points throughout their journey, and implementing well-designed solutions. I achieve this by testing wireframes and prototypes. After a product launch, my focus shifts to data analysis, evaluating its impact on fulfilling customer needs, achieving business goals, and understanding the interplay between the two.

education

Feb 2005 - Dec 2005	BACHELOR IN ANIMATION & MULTIMEDIA RMIT University, Melbourne
Feb 2003 - Dec 2004	ADVANCE DIPLOMA OF MULTIMEDIA STUDIES RMIT University, Melbourne
Nov 1999 - Dec 2002	ADVANCE DIPLOMA OF COMPUTER SCIENCE RMIT University, Melbourne

freelance website design & development

In the following online projects I was the senior designer, often producing the concepts and developing the ideas to ensure website success. I focussed mainly on Point of Sale as part of the online strategy along with User Experience.

I often monitored accurate and currency of the web content, measuring and analysing results. I was often involved in design, development, testing, and intranet, and extranet sites as well as developing and managing SEO.

skills & development

Photoshop | Sketch | Balsamic | Axure | Illustrator | HTML5 + CSS3 | Team building and mentorship | Brainstorming and strategy |
Concept development | Brand building | Website and interface design | Rich media advertising design | Flash + ActionScript |
Information architecture | User experience

awards

Yudisign.com was mentioned over 30 websites and was visited over 80 countries. Here are some of the mentions site:

thecssawards.com – CSS Awards USA 2010- Site of the Day

Tutsplus- Features – on Inspiration: 40 Unique Footer Designs

instantshift.com – Creative Footer Design

Speckyboy.com – Weekly Web Design and Development Inspiration - April 23, 2010

experience

May 2022 – Present

PRINCIPAL PRODUCT DESIGNER
Objective Corporation, Australia (Remote)

Responsible for the overall evolution of strategy, design and experience across our many and varied products. Starting with research and business goals, I participate in feature prioritisation, planning, design, prototyping, build and implementation through to production release, a real end-to-end role. I work with product managers and others in the Design team to define products (requirements, strategic functionality).

I work across the entire suite of Objective products and work closely with all departments across the organisation and in particular Product Development.

Nov 2017 – April 2022

LEAD UX/UI DESIGNER
Westpac, Auckland

Use customer feedback, insights and analytics to define the user experience and help shape product specifications
Research, plan and create design artefacts (e.g. user flows and wireframes, customer journeys, interactive prototypes, sitemaps, information architecture)

Plan and lead user research and usability sessions

Validate and substantiate your work, and be an advocate for user-centered design

Provide direction, and mentorship for a team of UX & Digital designers. Lead creative and holistic thinking across diverse product releases, platforms, and devices.

Communicate complex interaction concepts clearly and persuasively to different audiences and varying levels of the organisation.
Work with product owners and agile scrum teams to define and design customer interaction and visual treatments required to epic grooming and story groom the feature being implemented.

July 2016 – Aug 2017

SENIOR UI/UX DESIGNER
Squirrel Mortgage, Auckland

My core responsibilities at Squirrel Mortgage is creating a new digital guidelines for Squirrel Group.

Creating wireframes and prototypes on Balsamic

Designing Squirrel Money and Squirrel Mortgage Website.

UI/UX for the application form and the mortgage calculator.

Project Managing

Feb 2013 – June 2016

SENIOR INTERACTIVE DESIGNER/ PROGRAMME SPECIALIST
Dave Clark Design, Auckland

My main focus at Dave Clark Design was working on ANZ, from 2 digital brand guidelines to various ANZ digital campaigns. I was also involved in designing the interface for ANZ internet banking and ANZ gomoney app.

I designed the onePath website, ANZ Investment website, Fidelity Life adviser login portal, Bonus Bonds website, and various other digital campaigns.

experience

June 2012 – Freelance

SENIOR DIGITAL DESIGNER

Companies I have worked: ColensoBBDO, DraftFCB, Federation, Droga5, Auckland

Designing and building HTML5 and CSS3 websites like JR Duty Free and BNZ.

Art directing, Building and designing flash banners from Motorweb to Q-card.

Nov 2011 – June 2012

SENIOR CREATIVE

AffinityID, Auckland

Work on a wide variety of digital projects and branding for Air New Zealand, Food in a minute, Mercury energy, Vodafone, Visa gobiz and ACC.

Work and lead a variety of pitches for ACC Practice and Vodafone.

Designing eDMs for Air New Zealand, Food in a Minute, Mercury Energy Movie Club and Vodafone.

Over seeing and mentoring a team of designers.

July 2010 – Nov 2011

SENIOR DESIGNER/ART DIRECTOR

Saatchi & Saatchi, Auckland

Work on a variety of digital projects for clients like Toyota, NZ Post, Telecom, Heineken and Gen-i.

Designed the Youtube Channel for Gen-i and FMG Insurance.

Be the lead designer and Art Director on Skinny mobile website.

Worked on the 2011 New Zealand Elections Campaign.

Redesign and Art Direct the New Zealand Defence Force Website within one week.

July 2009 – Aug 2010

LEAD UI DESIGNER/SENIOR WEB DESIGNER

AA Travel, Auckland

Lead designer for AAA Tourism Australia.

Led a variety of online projects for both AA Travel New Zealand and AAA Tourism Australia.

Designed the information architecture and usability evaluation of their consumer marketing websites and responsible for the intranet design and usability.

Nov 2007 – July 2009

SENIOR WEB DESIGNER

Netactive, Auckland

Work on a variety of clients like Esquire Coffee, PQ Blackwell, WarmUp, Chanui and Terracyclic

Worked on a variety of challenging projects with tight budgets and time frames.

Designed SEO compatible websites with customer usability as the main focus.

Developed the application flow and user interface specifications for a web based application.

Designing corporate websites to deliver their online strategy and improve their online presence.

2002 – Current

DIGITAL DESIGNER/ART DIRECTOR

Yudisign Interactive, Melbourne, Australia- New Zealand.

My own business, Yudisign, is involved in print design, interactive CD-rom to complex corporate website design and development.

Worked with a variety of clients from all over the world. Advised clients on usability, SEO friendly sites and interactive websites.

Managing client relationships and expectations. Meeting deadlines and managing budgets.